

# BEHAVE Framework

Target Audience

Action

Benefits & Barriers

Activities

<b>Who?</b> A specific target audience	<b>What?</b> Take a specific action	<b>Benefits &amp; Barriers</b> Benefits and barriers that influence the action	<b>Activities</b> Selected program activities that address these benefits and barriers
<b>In order to help:</b>  <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<b>To:</b>  <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<b>We will focus on:</b>  <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<b>Through:</b>  <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<i>#1. Know exactly who your audience is and look at everything from <b>their</b> point of view.</i>	<i>#2. Your Bottom Line: When all is said and done, the audience's <b>action</b> is what counts.</i>	<i>#3. If it <b>benefits</b> them, they'll take an action. <b>Barriers</b> keep them from acting.</i>	<i>#4. All your <b>activities</b> should maximize the benefits and minimize the barriers that matter to the target audience.</i>